



FREDERICK COUNTY GOVERNMENT

DIVISION OF FINANCE

Department of Procurement & Contracting

Jan H. Gardner
County Executive

Lori L. Depies, CPA, Division Director
Diane George, CPPB, Director

February 13, 2015

Request for Proposal No. 15-162
Marketing Services for Opioid Misuse Prevention Program Campaign
Addendum No. 1

This addendum contains revisions, clarifications, and information pertinent to the Request for Proposal (RFP) for the referenced project and shall supplement, amend, and become part of the RFP for the title project and contract. All responses shall be based on this Addendum, in accordance with the RFP documents.

Acknowledgment of this addendum shall be submitted with the response, including addendum number and date. Failure to acknowledge addenda may subject the Contractor to disqualification.

The proposal Due Date has been changed to: February 18, 2015 at 3:00 p.m.

Questions:

Q1. Does the \$88K budget include media placement costs (media buys), any/all market research costs, labor, advertising, printing Public Service Announcements (PSA) pre- and post production?

A1. Yes.

Q2. Does Frederick County use 311 for non-emergency projects?

A2. Frederick County utilizes the Mental Health Association of Frederick County Call Center (211) for human/social service referrals and crisis intervention. This number could be utilized for the campaign.

Q3. What are the particular types of opioids misused/abused in Frederick County, statewide or national (i.e. heroin, morphine, etc.)?

A3. Opioids are medications that relieve pain. They reduce the intensity of pain signals reaching the brain and affect those brain areas controlling emotion, which diminishes the effects of a painful stimulus. Medications that fall within this class include hydrocodone (e.g., Vicodin), oxycodone (e.g., OxyContin, Percocet), morphine (e.g., Kadian, Avinza), codeine, and related drugs. In Frederick County, when prescription medications are no longer attainable, either due to lack of prescription or cost, many turn to heroin.

Q4. When will the initial research be completed and findings available so we can start to review? Will the agency partner have access to insight studies?

A4. The State of Maryland Department of Health & Mental Hygiene expects the results of the survey to be available at the jurisdictional level by mid March. The results will be shared with the marketing/PR staff to help guide the efforts of the campaign.

Q5. Regarding the separate redacted version to be added to the technical proposal what are you referring to when you say "redacted in accordance with the provisions herein" where is that provision referenced in the RFP?

A5. This provision is found in Document B, Section 21 "Public Information/Proprietary/Confidential" of the RFP.

Q6. On behalf of Frederick County the Contractor will need to make purchases to facilitate the execution of the campaign. Can the purchasing of media and any outside production services such as stock photos, printing, direct mail lists, etc. be commissioned? If so, the standard media commission is 15% and for print and production services it is 17.65%. Is that acceptable, or are there other protocols that need to be followed when purchasing for the county?

A6. These costs are expected to be included as part of the \$88,000.

Q7. Are there particular geographical areas within the county that the future campaign wishes to emphasize?

A7. The results of the survey conducted by the University of Maryland School of Pharmacy will guide our efforts in targeting specific populations.

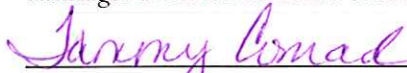
Q8. Were there spending assumptions made when the budget figure was developed?

A8. No.

Attachments: _____

Pre-Proposal Sign-In Sheets

Except as noted herein, all terms and conditions of the document referenced, as heretofore changed, remain unchanged and in full force and effect.



Tammy Conrad, CPPB

February 4, 2015

RFP #15-162

Marketing Services for Opioid Misuse Prevention Program Campaign

Pre-Proposal Conference

9:00 a.m. Local Time

Procurement & Contracting Conference Room

Winchester Hall, 12 East Church Street, Frederick, MD 21701

FIRM NAME: Channel Communications
Representative: Cory Farrugia - President
Address: 401 Washington Ave. #205
Email Address: cfarrugia@channel-com.com
Phone No.: 410-296-0697 **FAX No.:** 410-296-0963

FIRM NAME: SAHARA Communication, Inc.
Representative: Sandra Harley
Address: 1607 St Paul St Baltimore, MD 21202
Email Address: Info@SAHARAinc.net
Phone No.: 410-576-7245 **FAX No.:**

FIRM NAME: A. Bright Idea
Representative: Katie MacNichol
Address: 210 Archer St Bel Air MD 21014
Email Address: katie@abrightideaonline.com
Phone No.: 410 834 7180 **FAX No.:**

FIRM NAME: Eddy Communications
Representative: Jennifer Eddy & Julie Saunders
Address: 2594 Creston Ave SW Roanoke VA 24015
Email Address: j.eddy@eddycommunications.com
Phone No.: 202-709-7509 **FAX No.:** 703-802-7762

February 4, 2015

RFP #15-162

Marketing Services for Opioid Misuse Prevention Program Campaign

Pre-Proposal Conference

9:00 a.m. Local Time

Procurement & Contracting Conference Room

Winchester Hall, 12 East Church Street, Frederick, MD 21701

FIRM NAME: Tracey Haldeman Pinnacle Communications

Representative: Tracey Haldeman

Address: 6507 York Rd, Baltimore MD 21212

Email Address: traceyh@pinnacleco.com

Phone No.: 443 841 1084 FAX No.:

FIRM NAME:

Representative:

Address:

Email Address:

Phone No.: FAX No.:

FIRM NAME:

Representative:

Address:

Email Address:

Phone No.: FAX No.:

FIRM NAME:

Representative:

Address:

Email Address:

Phone No.: FAX No.: